

## ***LBI announces Louisiana Small Business Broadband Survey (November 9, 2012)***

The Louisiana Division of Administration (DOA) has announced its partnership with the Louisiana State University Manship School of Research in conducting the Louisiana Small Business Broadband Survey to measure the degree to which small businesses in the state utilize e-Commerce to promote and sell their products and services.

Louisiana small businesses that are eligible to participate in survey are characterized by the following attributes:

- Fewer than 250 employees
- Only one location
- Not a franchise
- Business that is domiciled in one of Louisiana's 45 non-metro parishes.

Manship has prepared a multimode survey (online, written and a 20-minute telephone survey) and is contacting a random sampling of eligible Louisiana small businesses. Through this initial wave of contact, Manship has distributed a letter explaining the survey, along with a copy of the written survey for small business owners to complete and return in the mail. Manship has provided its contacts with a website address as well, through which the small business owners may complete the survey, if they so choose.

In an effort to expand the survey sample, Manship is also making the website address available to other eligible small businesses that learn of the survey through independent outreach efforts. The web address is as follows:

**<http://www.survey.lsu.edu/broadbandsurvey>**

“National surveys show that 96% of internet users in America access the web to research products and services and the vast majority of this group also chooses to make purchases online,” said David Moore, State Broadband Grant Program Director. “The goal of the Louisiana Small Business Broadband Survey is to learn the extent to which our small businesses are participating in e-Commerce – and making their products and services available to this wider market. If we find a need and an interest in getting our survey participants online, we can direct these entrepreneurs to a wide array of resources that can pave their way”.

The Louisiana Division of Administration is a recipient of a State Broadband Initiative grant from the U.S. Dept. of Commerce and this grant, funded through the American Recovery and Reinvestment Act of 2009, is the source of funding for the Louisiana Small Business Broadband Survey.